



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2012/248

December 21, 2012

**To: The Members of APNS Executive Committee**

**Sub: South Asia Media Summit of the APNS**

Dear Sirs,

Please refer our Circular No.APNS/2012/234 dated December 06, 2012 wherein we informed you that the All Pakistan Newspapers Society has planned to organize a South Asia Media Summit in Islamabad on January 15,16 & 17, 2013 which will mark the opening of the 60 years celebration of the formation of the APNS.

The proposed Summit will be spread over three days and will feature leading publishers, editors and marketing practitioners from India, Bangladesh, Sri Lanka and other South Asian countries who will focus on the challenges being faced by the media industry in the region particularly, the print media. We also expect leading multinational advertisers, participating in the Summit.

The President of Pakistan, Mr. Asif Ali Zardari has very kindly expressed his consent to inaugurate the Summit and host an inaugural dinner for the delegates at the Presidency.

At this mega event, we have planned some activities including an opportunity for member publications to exhibit their newspapers in the exhibition hall of the Summit. We are also working on printing a Special Report at the occasion highlighting the importance of the Summit as well as the efficacy of print media. The special report would contain advertisements of member publications, accredited advertising agencies and advertisers.

We offered you a special package for advertisement in the Special Report as well as a stall at exhibition. We are receiving bookings for stalls and now limited stalls are available. We hope that you will avail this opportunity.

The package, being offered on cost to cost basis, is given hereunder :

- 3m x 3m stall with Octonorm structure      Rs.25,000/-  
2 chairs, 1 counter and lights  
with one Color advertisement in the Special Report + 2 Complementary Registrations
  - 16ft x 14ft stall with Octonorm structure      Rs.50,000/-  
2 chairs, 1 counter and lights  
with one color advertisement in the Special Report + 4 Complementary Registrations
  - 18ft x 18ft Barespace  
Structure and other stall fixtures can be fabricated by the stall holder  
With one Premium advertisement as under : + 8 Complementary registrations.
- |               |                |
|---------------|----------------|
| Back Page     | Rs.1,000,000/- |
| Inside Front  | Rs. 900,000/-  |
| Inside Back   | Rs. 900,000/-  |
| Centre Spread | Rs. 800,000/-  |

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid)  
Secretary General  
APNS